

81-0318

UNCLASSIFIED

OC M81-117
12 FEB 1981

MEMORANDUM FOR: Acting Deputy Director for Administration

STATINTL

FROM:

[REDACTED]
Director of CommunicationsSUBJECT: DDA EXCHANGE (U)

Bill:

1. It has been my observation over the past year that interest in reading and writing for the DDA EXCHANGE has declined significantly. Voluntary articles, in response to our internal quarterly calls for EXCHANGE items, have not been forthcoming for over 10 months, and the last three or four OC contributions have been written by direction. (U)

2. I question the benefits derived by further OC participation in this publication, especially in these times of expanding requirements and resource shortfalls. If other DDA offices share our experience, it is recommended that consideration be given to discontinuing the EXCHANGE or publishing it on an aperiodic basis. (U)

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RESPONSE COUNT	1	2	3	4	5	6	7	8	9	10
1. HOW MUCH OF EXCHANGE DO YOU NORMALLY READ?	18 ALL	45 MOST	18 1 or 2 wks.	4 DON'T READ						
2. TO WHAT DEGREE HAS EXCHANGE INCREASED YOUR UNDERSTANDING OF DDH	8 VERY HIGH	23 HIGH	49 MODERATE	6 LOW	2 NO PMS					
3. HOW DO YOU RATE EXCHANGE AS A SOURCE OF INFORMATION?	9 EXCELLENT	46 GOOD	11 POOR	VERY POOR	2 FAIR	2 NO PMS				
4. WHAT IS YOUR OPINION OF THE GENERAL QUALITY OF EXCHANGE?	13 VERY HIGH	17 HIGH	40 MOD	VERY LOW	4 NO PMS	1 FAIR				
5. WHAT IS YOUR OPINION OF THE THEME APPROACH VS STANDARD FORMAT	18 PREFERRED	15 PREFERRED	15 PREFERRED	12 NO OPINION	2 NO PMS					
6. WHAT IS YOUR OPINION OF THIS PARTICULAR THEME PUBLICATION?	13 STRONGLY LIKE	46 LIKE	11 DISLIKE	STRONGLY DIS.	2 NO PMS	3 NO PMS				
10. YOUR GRADE	37 A+	19 B	27 C							
10. OFFICE	3 O/S	3 O/S	4 O/S	3 O/S	3 O/S	4 O/S	3 O/S	3 O/S	3 O/S	3 O/S

ROUTING AND TRANSMITTAL SLIP

Date 10 FEB 1981

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. EO/DDA	<i>[Signature]</i>	11 FEB 1981
2. Actg DD/A	<i>[Signature]</i>	2-11
3.		
4.		
5.		

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

Bill -

Attached are the final results of the reader survey that we conducted on the Exchange several months ago. Attached, also for your information, are graphic representations of the responses to our questions.

I am available to discuss this with you at your convenience.



DO NOT use this form as a RECORD of approvals, concurrences, disposals, clearances, and similar actions

FROM: (Name, org. symbol, Agency/Post)	Room No.—Bldg.
<i>[Redacted]</i>	7C18 Hqs
Chief, Management Staff, DDA	Phone No.
	<i>[Redacted]</i>

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